

ABSTRACT

The present invention is to provide a novel soft vinyl chloride resin which can has suitable hardness or flexibility in accordance with 5 its various applications, and which has polymerization stability equivalent to that of vinyl chloride and has good transparency and heat resistance. The present invention is attained by a soft vinyl chloride copolymer resin obtained by copolymerizing (A) a vinyl chloride type monomer and (B) a macromonomer having a polymer comprising an 10 ethylenically unsaturated monomer containing a double bond in a main chain, wherein the ratio of (A)/(B) by weight is 50/50 to 80/20.